

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Woo Sung Lee	:	
	:	Examiner: Nathan C. Uber
Serial No.: 10/597,056	:	
	:	Group Art Unit: 4143
Filed: July 10, 2006	:	
	:	Attorney Docket No.: 56587.24
For: METHOD AND SYSTEM FOR	:	
MANAGING ADVERTISER'S ACCOUNT:	:	
IN KEYWORD ADVERTISEMENT	:	
	:	Customer No.: 27128
	:	
	:	Confirmation No.: 5348
Last Office Action: June 20, 2008	:	

**AMENDMENT B**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action mailed June 20, 2008, please amend the above-identified application in accordance with the amendments and remarks as set forth herein.

**Amendments to the Claims** are reflected in the listing of claims which begin on page 2 of this document.

**Remarks/Arguments** begin on page 9 of this document.